Abstract

A method and system is disclosed for enabling advertisers to pay only qualified people for receiving messages. The method utilizes the expected value (EV) payment method to efficiently pay a recipient and efficiently verify her qualifications. In this method, a recipient is paid an expected payment. The recipient collects an *actual payoff* only upon winning an EV payment bet *and* upon passing an inspection process to verify her qualifications. A losing recipient is not owed a payoff and does *not* have her qualifications inspected. In other words, a recipient's qualifications are verified through random audit where she is selected only if she wins an EV payment bet. Thus, a system that implements the method executes EV payment bets and incorporates an inspection process to verify the qualifications of recipients who win the bets, and authorizes payment to qualified winners.

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